

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
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R 140318Z APR 78
FM AMEMBASSY BONN
TO USDOC WASHDC
SECSTATE WASHDC 7674
INFO USMISSION USBERLIN
AMEMBASSY BERN
AMCONSUL BREMEN
AMEMBASSY BRUSSELS
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMEMBASSY THE HAGUE
AMCONSUL HAMBURG
AMEMBASSY LONDON
AMCONSUL MUNICH
AMEMBASSY PARIS
AMCONSUL STUTTGART
AMEMBASSY VIENNA

UNCLAS SECTION 01 OF 03 BONN 06877

E.O. 11652:N/A
TAGS: BEXP, GW
SUBJ: FY 78 COUNTRY COMMERCIAL PROGRAM (CCP) FOR FRG
AND WEST BERLIN SECOND QUARTER PROGRESS REPORT:
JAN 1 - MAR 31, 1978

REF: (A) BONN 00972
1. SUMMARY. MISSION CCP PERFORMANCE FOR SECOND
QUARTER HAS EXCEEDED ALL GOALS. T.O. REPORTING
TARGETS FOR THOSE SEVEN CAMPAIGNS WITH QUANTATIVE
GOALS HAVE BEEN EXCEEDED. INDEED NUMBER OF T.O.S
REPORTED FOR SIX CAMPAIGNS HAVE EXCEEDED GOALS SET
FOR THIRD RPT THIRD QUARTER. IN FOUR CAMPAIGNS GOALS
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FOR ENTIRE YEAR HAVE BEEN SURPASSED. END SUMMARY.

2. THE PACE WITH WHICH FY 78 BEGAN HAS BEEN
MAINTAINED THROUGH SECOND QUARTER. MAJOR MISSION
ACTIVITIES ARE HIGHLIGHTED IN FOUR TABLES GIVEN
BELOW:

TABLE ONE: MAJOR SPRECHTAGE (US EXPORT DAYS)

TABLE TWO: GERMAN FAIRS WITH U.S. PAVILIONS AND
BIOS

TABLE THREE: TRADE OPPORTUNITY REPORTS

TABLE FOUR: ORGANIZED GERMAN BUYER VISITS TO
U.S. FAIRS

3. TABLE ONE: MAJOR SPRECHTAGE HELD DURING FIRST
QUARTER FY 78.

POST	SPRECHTAG LOCATION
1. DUSSELDORF	SOLINGEN, KREFELD
2. FRANKFURT	GIESSEN, KOBLENZ
3. HAMBURG	HAMBURG
4. MUNICH	REGENSBURG
5. STUTTGART	ULM, PFORZHEIM, VS-VILLINGEN

4. TABLE TWO: GERMAN FAIRS WITH BOTH A USIMC
PAVILION AND A BIO.

FAIR	CITY	POST MOUNTING BIO
HOUSEWARES	COLOGNE	DUSSELDORF

COMMENT: IN RELATED EFFORT TO PERSUADE
GERMAN BUYERS OR AGENTS TO VISIT US PAVILIONS IN
EUROPEAN FAIRS, MISSION-WIDE E-C STAFF ALSO MADE
1226 KEY PROSPECT CALLS.

5. TABLE THREE: TRADE OPPORTUNITY (T.O.) REPORTS
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A. T.O. PRODUCTION OVERVIEW

2ND QUARTER	USDOC	USDA
T.O.S	T.O.S	
FY 77	857	21
FY 78	1231	53

B. T.O.S PRODUCTION BY CAMPAIGN

WE HAVE MET GOALS IN ALL SEVEN CAMPAIGNS WITH
T.O. GOALS. AS SHOWN BELOW, IN SIX CAMPAIGNS
WE HAVE EXCEEDED TARGETS SET FOR THIRD QUARTER.

CAMPAIGN NO.	THEME	TRADE OPPORTUNITY REPORTS ACHIEVED	TARGET	TARGET
		THROUGH 2ND QTR	THROUGH FOR ALL 3RD QTR FY 78	
1.	COMPUTERS	103	90	120
2.	ELECTRONIC COMPONENT/ TEST	137	150	210
3.	SPORTING	144	90	120
4.	CONSUMER GOODS (NON- SPORTING)	522	100	150

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FM AMEMBASSY BONN
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5. CONTROL INSTRUMENTS 133 80 120
6. COMMUNICATION,
SECURITY 144 70 100
7. WOOD/EQUIPMENT 95 60 100

NOTE: IN CAMPAIGNS 3,4,5, AND 6 GOALS FOR ALL FY 78
HAVE BEEN SURPASSED.

6. ACCOMPLISHMENTS OF INDIVIDUAL POSTS:
A. BERLIN: DESPITE IMMERSION IN PREPARATIONS
FOR MID-APRIL CELEBRATION OF 75TH ANNIVERSARY OF
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AMERICAN CHAMBER OF COMMERCE IN GERMANY (AND RELATED VISIT OF USDOC SECRETARY KREPS), BERLIN MADE 54 PLANNED VISITS AND 61 KEY PROSPECT CALLS.

B. BONN/COLOGNE: COMMERCIAL STAFF SPENT TOTAL OF 36 DAYS TDY ON LOAN TO OTHER POSTS.

FSL GUDRUN DREIBHOLZ RECEIVED CITATION FROM AMBASSADOR STOESEL FOR DISTINGUISHED SERVICE TO BUSINESSMEN.

C. BREMEN HOSTED "NORTHERN TIER" MEETING OF POSTS WORK TOWARDS STANDARDIZED APPROACH TO ORGANIZING/SUPPORTING FBP VISITS. POST ALSO CAREFULLY ORCHESTRATED VISITS (AND OFFERED NEW MIX OF POST SERVICES) BY SEVERAL GROUPS AND INDIVIDUAL GERMAN BUYERS TO INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS IN FEBRUARY. ALSO SUPPORTED RAPIDLY GROWING US FISH EXPORTER INTEREST IN FRG MARKET.

D. DUSSELDORF: E-C SECTION CHIEF JOHN BLIGH, JR. WAS AWARDED BOTH STATE DEPARTMENT SUPERIOR HONOR AWARD AND SECRETARY OF COMMERCE'S AWARD TO FOREIGN SERVICE PERSONNEL FOR OUTSTANDING COMMERCIAL LEADERSHIP 1974-1978 AND ESPECIALLY FOR UNPARALLELED ACCOMPLISHMENT IN REGARD TRADE OPPORTUNITY REPORTING. DURING YEAR TO DATE DUSSELDORF HAS SUBMITTED 668 TO REPORTS (447 CAMPAIGN, 201 NON-CAMPAIGN). POST ALSO MADE 277 PLANNED VISITS DURING QUARTER.

E. FRANKFURT: FSLs PAULA BARTOLSIC AND KLOTHAR MUELLER RECEIVED MERITORIOUS STEP INCREASES. MS. BARTOLSIC WAS CITED FOR WORK WITH THE WTDR/FTI PROGRAM AND MR. MUELLER FOR HIS TO/FINANCIAL REPORTING. SPEARHEADED BY EFFORTS OF

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FSL HELMUT LABUSCH POST ALSO STEPPED UP ITS PLANNED VISIT PROGRAM. FOR EXAMPLE 19 PLANNED VISITS IN SUPPORT OF CAMPAIGN TWO (ELECTRONIC COMPONENT PRODUCTION AND TEST EQUIPMENT) PRODUCED 21 TO REPORTS. WORK PROCEEDED APACE WITH FRANKFURT'S EFFORTS TO QUARTERBACK MISSION-WIDE SUPPORT OF FBP VISITS TO LOUISVILLE WOODWORKING AND FURNITURE SUPPLY FAIR NEXT SEPTEMBER. FINALLY, POST MOUNTED UNUSUALLY IMAGINATIVE BIO IN FRANKFURT INTERNATIONAL SPRING FAIR.

F. HAMBURG: ASSISTED DEPT. OF TRANSPORT OFFICIALS EXPLORE POSSIBLE PARTICIPATION IN HAMBURG'S 1979 INTERNATIONAL TRANSPORT SHOW.

MOUNTED IMAGINATIVE SPRECHTAG IN HAMBURG WHICH
PRODUCED 208 T.O.S, 15 INVESTMENT OPPORTUNITIES.
170 BUSINESSMEN FROM 117 FIRMS CAME TO AMERIKA
HAUS FOR SPRECHTAG WHICH WAS ALSO VISITED BY
EMBASSY COMMERCIAL COUNSELOR COONTZ AND REP-
RESENTATIVES OF 19 US STATES. IN ITS ROLE AS
QUARTERBACK OF THE UPCOMING FBP TRIP TO THE
PHILADELPHIA INSTRUMENTATION AND AUTOMATION SHOW,
POST MADE INITIAL MAILOUT TO 850 BUSINESSMEN.
G. MUNICH: MASTERMINDED AND EXECUTED THE
MISSION'S FIRST UNQUALIFIED SUCCESS WITH RED
CARPET FORMAT (INCLUDING ROLE FOR FSL HENRY MC-
COWN AND FSL BERND KIETZ AS ESCORTS) NATIONAL
SPORTING GOODS SHOW IN HOUSTON IN JANUARY (SEE
MUNICH A-21 FOR EXCELLENT WRITE-UP). POST ALSO
SPENT 100 HOURS IN EARLY STAGES OF FBP SUPPORT
FOR TRIP TO WESCON IN LOS ANGELES
NEXT SEPTEMBER.

H. STUTTGART: EMBASSY ESTIMATES THAT POST'S
COMMERCIAL ACTION AREA HAS NATION'S SECOND

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FM AMEMBASSY BONN
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SECSTATE WASHDC 7676
INFO USMISSION USBERLIN
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GREATEST POTENTIAL (AFTER DUSSELDORF'S) TO
ABSORB US EXPORTS. DESPITE BEING RELATIVELY
UNDERSTAFFED TO TAP THIS POTENTIAL, POST HAS
BEEN INCREASINGLY ACTIVE IN PROGRAM OF PLANNED
VISITS (75 DURING QUARTER) AND TO PRODUCTION
(173 FOR THE QUARTER -- A NEW RECORD FOR THE POST).
POST ALSO MOUNTED INNOVATIVE VISIT USA BOOTH IN
JANUARY CMT SHOW AT KILLESBERG FAIR GROUNDS.
BOOTH ATTRACTED NEARLY 60,000 VISITORS OF WHOM
NEARLY 800 WERE ISSUED ON THE SPOT VISAS (SEE
STUTTGART A-23). POST ALSO HOSTED "SOUTHERN
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TIER" FBP MEETING.

7. PROBLEMS: CCP CONCEPT CONTINUES BOTH NORMATIVE
ENOUGH TO OFFER UNITARY MEASURE OF EXCELLENCE TO
EFFORTS OF WIDELY SCATTERED POSTS AND
FLEXIBLE ENOUGH TO ACCOMMODATE NEW PROGRAMS AND
LOCAL INITIATIVES. IN OUR ONGOING DIALOG WITH
WASHCAG ON DESIRABILITY OF FSO/FSL ESCORTS,
MISSION CONTINUES TO REFINER RATIONALE
WHICH WE FEEL MAKES ESCORT SERVICE COST
EFFECTIVE AND WORTH DOING. FOR INSTANCE VERY
FEW FSOS AND ALMOST NO FSLs HAD EVER VISITED A
US FAIR BEFORE MUNICH WENT TO HOUSTON WHILE ALL
OF US ARE THOROUGHLY FAMILIAR WITH GERMAN FAIRS.
GERMAN VISITORS WHO KNOW BOTH EUROPEAN AND
AMERICAN FAIRS ARE GENERALLY CRITICAL OF THE
LATTER. TO OFFER ADVICE ON HOW US FAIRS CAN
ATTRACT MORE GERMAN BUYERS WE NEED FIRSTHAND
KNOWLEDGE OF US FAIRS. SECONDLY, MOST OF OUR
FSLs HAVE NEVER VISITED USA. ESCORTING AN
FBP TRIP GIVES THEM INVALUABLE HARD-EARNED
INSIGHTS INTO AN IMPORTANT ASPECT OF AMERICAN
LIFE. THIRDLY, THE ESCORT HAS A UNIQUE
OPPORTUNITY TO DO (AND IS INSTRUCTED TO

DO) UP-TO-THE-MINUTE MARKET RESEARCH ON THE SHOW
THEME. IN ORDER LOWER COSTS TO USDOC OR STATE
FOR THOSE FEW SELECTED TRIPS WHICH WE THINK
REQUIRE MISSION ESCORTS WE ARE NOW NEGOTIATING
WITH TRIP ORGANIZERS FUTURE PACKAGES WHICH
PLACE MAXIMUM ESCORT COST BURDEN ON GERMAN
TRAVEL AGENT. NONETHELESS A NEED FOR AT LEAST
PARTIAL PER DIEM FOR ESCORTS WILL CONTINUE
AND WE LOOK TO WASHCAG TO SUPPORT FIELD'S
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JUDGEMENT OF IMPORTANCE OF THIS SERVICE.
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